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COLUMBIA'S 8 OSCARS "FROM HERE TO ETERNITY"



A SCENE IN "FROM HERE TO ETERNITY."



DONNA REED AND FRANK SINATRA.

Columbia Pictures achieved the distinction of capturing eight Oscars from The Academy of Motion Picture Arts and Sciences, on the evening of Thursday, March 25th, 1954.

The presentation of Academy Awards was the 26th Annual Presentation, and the ceremony took place at the RKO Pantages Theatre, Hollywood. The Academy Oscars for Best Picture of the Year, *From Here to Eternity*; Best Director, Fred Zinnemann; Best Screen Story, Dan Taradash; Best Supporting Actress, Donna Reed; Best Supporting Actor, Frank Sinatra; Best Sound Recording, Best Film Editing, Best Cinematography Black and White.



CONGRATULATIONS TO COLUMBIA PICTURES, TO AUDREY HEPBURN, WILLIAM HOLDEN, GEORGE STEVENS, WALT DISNEY, LESLIE CARON AND ALL THE OTHER ACADEMY AWARD WINNERS.

MGM AND PARAMOUNT TO USE PERSPECTA SOUND

All films to be made by *Metro-Goldwyn-Mayer* and *Paramount* will be equipped with *Perspecta* Stereophonic Sound tracks.

Arthur M. Loew, President of *Loew's International, Inc.*, which owns 50 per cent of the new sound system, said negotiations for *Warner Brothers* to join the two studios in the use of the *Perspecta* system were expected to be concluded soon.

Balaban was quoted in a letter to Loew as expressing hope that "this will prove the first step in standardizing the new 'dimensional' sound for all the industry."

Perspecta Stereophonic Sound explained C. Robert Fine, President of *Fine Sound, Inc.*, developer of the system, is a continuous variable system which controls both the direction and intensity of sound and is unlike other systems in which the sounds have to be switched from speaker to speaker behind the theatre screens."

It is possible to put in additional controls for auditorium or surround speakers should they be desired. The system was claimed to produce the same full Stereophonic effect as is obtainable with a multi-channel magnetic sound system.

The system employs a standard optical sound track to which an additional signal is added to control direction and volume of sound emanating from the speakers.

The basic control unit of the system is the *Perspecta Sound Integrator*, which is installed in the projection booth and is 19 inches wide, 10 inches high and 13 inches deep and sells for "about \$900." An Integrator Unit currently is being installed at the Radio City Music Hall.

In a statement issued at a press conference Mr. Loew hailed *Perspecta* Stereophonic Sound as "a milestone in the development of the new sound," arguing that "it is certainly the most practical, economical and sensible innovation that explorations in the new sound techniques have yet produced."

The system, Mr. Loew said, will be installed in houses in France, Australia and Belgium as well as in the United States.

The first M-G-M picture to be released with *Perspecta* sound tracks will be "Betrayed," while the initial MGM-*Perspecta* production to be shown abroad will be "Knights of the Round Table."

The first *Paramount* production to use the new sound system will be *Irving Berlin's* "White Christmas," which also is the company's first production in its *VistaVision* wide-screen process.

It was also stated, that *MGM CinemaScope* pictures distributed domestically, will continue the use of Magnetic Stereophonic Sound.

TRADE headlines



Opening of TTC's Yonge St. Subway in Toronto, should help downtown theatres.

Paramount's Pageant of Big Pictures was introduced at the Village Theatre, Toronto, where, on Wed. March 31st, commencing at 10.30 a.m., *Elephant Walk*, *About Mrs. Leslie*, and *Knock On Wood*, were screened for exhibitors and press.

Edward Cloutier, Famous Players doorman, Capitol, Prince Rupert, sold, in personal sales at Christmas, \$3,155.30 in Gift Books, outselling for individual sales, everyone on the Circuit.

Famous Players Canadian has elected W. C. Thornton Cran, President of its two subsidiary companies, *Trans Canada Telemeter Limited* and *Telemeter (Ontario) Limited*. Mr. Cran has been operating *Rediffusion Inc.* in Montreal.

Cecil B. deMille will use Misk Studio in Cairo, near the Pyramids, for *The Ten Commandments*. The Egyptian government will provide and transport 10,000 Egyptian soldiers, to and from location, free of any cost to Mr. deMille.

Senate Finance Committee votes, effective April 1st, to exempt all tickets up to 59 cents from admission tax, and to reduce to ten percent all admission taxes on tickets 60 cents or over.

Audrey Hepburn, wins "Tony", Theatre Award, as the Best Actress of the Year.

Film Laboratories in London shut down following failure to settle dispute between Association of Cinematography and Allied Technicians. Studios give notice to employees.

Dore Schary, M.G.M. Vice-Pres. in charge of production, has announced an increase of eight pictures, bringing the total number of M.G.M. 1954 releases from 18 to 26.

Jack Warner, production chief, Warner Bros., has announced the termination of the Errol Flynn contract by mutual consent. Flynn has starred in 35 pictures for Warner Bros. joining the company in 1934.

Sam Mantele, manager of the Parkdale Theatre, Toronto, was bound, gagged, and robbed of week-end receipts totalling \$2,200,

Ray Presents



IT was almost certain, that Columbia Pictures would get the Academy Oscar for its production, *From Here To Eternity*, but I do not believe that it was generally expected, that Columbia would be awarded 8 Oscars.

By achieving the 8 Oscars, Columbia Pictures breaks its own Oscar Record, when in 1934 it won 5 Oscars for *It Happened One Night*, The Best Picture Of The Year.

Claudette Colbert received the Oscar as Best Actress, Clark Gable, Best Actor, Frank Capra, Best Director, Robert Riskin, Best Screen Play.

*David Selznick's production, in 1939, *Gone With The Wind*, is the only other picture, according to my records, to have won 8 Oscars.*

GONE WITH THE WIND had a running time of 220 minutes. It took about two years to produce, and several millions of dollars. In 1939, two or three millions of dollars, as the cost of production, compares with about five or six millions, today, in valuation; and no one can convince me, that so many millions of dollars, reeled up in a can, are not enough to make even the most enthusiastic and optimistic producer reel noticeably, for all of those millions, and more, have to come back out of a little box-office.

For my millions, I would expect a circuit of theatres, stretching across Canada.

Producers are really amazing people, and God Bless The Bankers, who believe in them.

Gone With The Wind, is still in distribution, and has earned around 30 millions of dollars to date, and still means, money in the bank, to use a low-brow term!

FROM HERE TO ETERNITY is a screen adaptation of a sensational Best Seller, a first novel by Mervyn Jones, whose brutally frank language, received what happens to wheat, when it undergoes the whitening-scrubbing process, for white bread, in order to make the book acceptable under the Breen Code.

*I, here, disgress to mention that Jones' third novel, *The Last Barricade*, is reported to be as good as his former two. The story concerns an exiled revolutionary leader, Acarin, who, although in a state of dying of cancer, has successfully plotted to regain a restoration of the power, that he exercised in his own country.*

Jones reveals a contrast in living, by the every-day majority of people, and people, who have, within them, the seed and the fruitage of greatness.

IN 1939, *Gone With The Wind*, won the Academy Oscar as Best Production; Vivien Leigh Best Actress; Clark Gable, Best Actor; Hattie McDaniel, Best Supporting Actress; Victor Fleming, Best Direction; Sidney Howard, Best Screen Play; Oscars, also, for Best Art Direction, Best Film Editing. David Selznick received The Irving Thalberg Award.

*The Old Proverb, "Comparisons are odious," has been used in various ways. There is nothing odious about comparing the number of Oscars, *From Here To Eternity* received with *Gone With The Wind*, the latter which was produced fifteen years ago.*

IN spite of the advantages of the new inventions, to add grandeur in size and tone to a story, and the obvious advantage of color to please the eye mightily, *From Here To Eternity* wins The Best Picture of The Year Award, and seven other Oscars, without any color, and without the assets of the other embellishments.

*In referring again to the comparison proverb, I am reminded of another quotation, from Plutarch's *Anti-**

gonus II, the pilot, telling Antigonus the enemy outnumbered him in ships, replied, "But how many ships do you reckon my presence to be worth?"

As I live, there is a robin on my tree, the first I have seen this Spring, and I feel a poem being born. If it is not a still-born, you shall have it at the finish of Ray Presents.

THERE were so many fine characterizations, in this well-knit and powerfully constructed story, that a large number of people expected that there would be several Oscars for, *From Here To Eternity*.

Burt Lancaster, Montgomery Clift both did jobs which contributed in a large measure to the success of this picture, neither won an Oscar, but both merited one. Frank Sinatra won and earned his Oscar, (Best Supporting Actor.)

*From Here To Eternity, as a screen story, won the Oscar, but as I look back to Paramount's *Shane*, Roman Holiday, M.G.M.'s *Lili*, each had the ingredients in story-content to win an Oscar. *Shane* was a powerful story, Roman Holiday and *Lili*, both a beautiful whimsy, but strong like the fastness of cobweb.*

TWO women stars swept the American Continent, for popularity in 1953, and it has been many years since the Film Trade, the press, and the public have taken to their hearts two women stars, as they have Leslie Caron (Best Foreign Actress) and Audrey Hepburn (Best Actress).

*The closest contender, for such affection and attention, in recent years were Moira Shearer, in *Red Shoes*, and Clara Bloom in *Limelight*. Clara Bloom did not get a chance on account of the politics which surrounded Chaplin, and Moira Shearer had an interrupted screen career.*

WALT DISNEY received four Oscars, bringing his total of Academy Awards to twenty-two.

George Stevens received The Irving Thalberg Award, and must have thought to himself, in connection with this most distinguished Oscar, "Bei Mir Bist Du Shane."

William Holden won his Oscar (Best Actor) for his work in Paramount's, *Stalag 17*.

*Other Oscar Awards were as follows: Best Supporting Actress, Donna Reed, *From Here To Eternity*. Best Director, Fred Zinnemann, *From Here To Eternity*. Special Awards: 20th Century-Fox for its introduction of CinemaScope; Joseph I. Breen, for services to the Industry*

Best Song—"Secret Love," from "Calamity Jane," Sammy Fain, music, and Paul Francis Webster, lyrics. (Warners). Music Score, Drama or Comedy—Bronislaw Kaper, "Lili" (M-G-M). Scoring, Musical Film—Alfred Newman, "Call Me Madam" (Twentieth Century-Fox). Story and Screen Play—Charles Brackett, Walter Reisch and Richard Breen, "Titanic" (Twentieth Century-Fox). Screen Play—Daniel Taradash, "From Here to Eternity," (Columbia). Motion Picture Story—Ian McLellan Hunter, "Roman Holiday," (Paramount). Cinematography (Black and White)—Burnett Guffey, "From Here to Eternity" (Columbia); Color—Lloyd Griggs, "Shane" (Paramount).

Set Decoration (Black and White)—Edwin B. Willis and Hugh Hunt, "Julius Caesar," (M-G-M). Color — Walter M. Scott and Paul S. Fox, "The Robe," (Twentieth Century-Fox). Art Director (Color)—Lyle Wheeler and George W. Davis, "The Robe"; Black and White — Cedric Gibbons and Edward Carfagno, "Julius Caesar." Costume Design (Black and White)—Edith Head, "Roman Holiday," (Paramount). Color — Charles LeMaire and Emile Santiago, "The Robe," (Twentieth Century-Fox). One-Reel Short Subject — "The Merry Wives of Windsor Overture," Johnny Green, (M-G-M.).

(Continued on Page 9)

Toronto and District

By BILL PRESS

In a speech before the Canadian Association of Radio and Television Broadcasters at Quebec City, Don Henshaw of Toronto, liaison officer of Hollywood's Canadian Co-operation Project, commented that the Canadian Broadcasting Corp. was trying to impose culture on Canadians by taking its guidance from the Massey Commission report.

Said Henshaw: "God preserve us from culture outlined by a few but superimposed on all." He expressed the view that culture would take shape voluntarily on the farms and in the schools and cities.

Walter Herbert, chairman of the management committee, Canadian Film Awards, told an Ottawa club gathering: "There is nothing to equal the contribution the CBC has made in binding this country culturally." He expressed regret that a delay had occurred in the forming of a cultural council as recommended by the Massey Commission.

The Famous Players' mobile television unit, in use for the past several years for on-the-spot coverage, is now in service in conjunction with the recently-opened Station CKCO-TV at Kitchener of which Eugene Fitzgibbons is general manager.

The regulation, now in effect under the new Ontario Theatres Act 1953, which requires only one licensed projectionist in the booth of any theatre, has aroused some unofficial comment although the move was known well in advance, the act having been passed by the Legislature last year.

Previously the theatres with a capacity of more than 1,000 seats had to use two qualified operators during performances.

Twice in recent weeks the Odeon Theatre at London, Ont., has had a local fashion show on the stage as a tie-in with merchants. The first parade was conducted by Manager N. Langston in conjunction with

the engagement of "Personal Affair" and the second accompanied the engagement of "The Eddie Cantor Story" which opened March 19.

The winner of the contest for employees of Famous Players Canadian Corp. for the sale of gift books of tickets at the Christmas season is announced as Edward Cloutier, doorman of the Capitol Theatre, Prince Rupert, B.C.

Last year's individual winner was Angus Niven, doorman at the Capitol, Nanaimo, who was second this time. Top man in Eastern Canada for the latest contest was M. McAlinden, doorman at the Cartier Theatre, Timmins.

Christmas book sales this year were much heavier across the circuit than in the previous year.

Among the awards to be presented to University of Toronto students is the Famous Players annual \$300 scholarship for music, the winner being Sidney Zimmerman, an accomplished violinist.

The Windsor Drive-In at Windsor and the Clappison Drive-In, near Waterdown, re-opened for the 1954 season on the same night, March 19, with the one top feature, namely "Dallas."

Both units, operated by the one company, offered special prizes for the first 100 automobiles to enter the parking areas.

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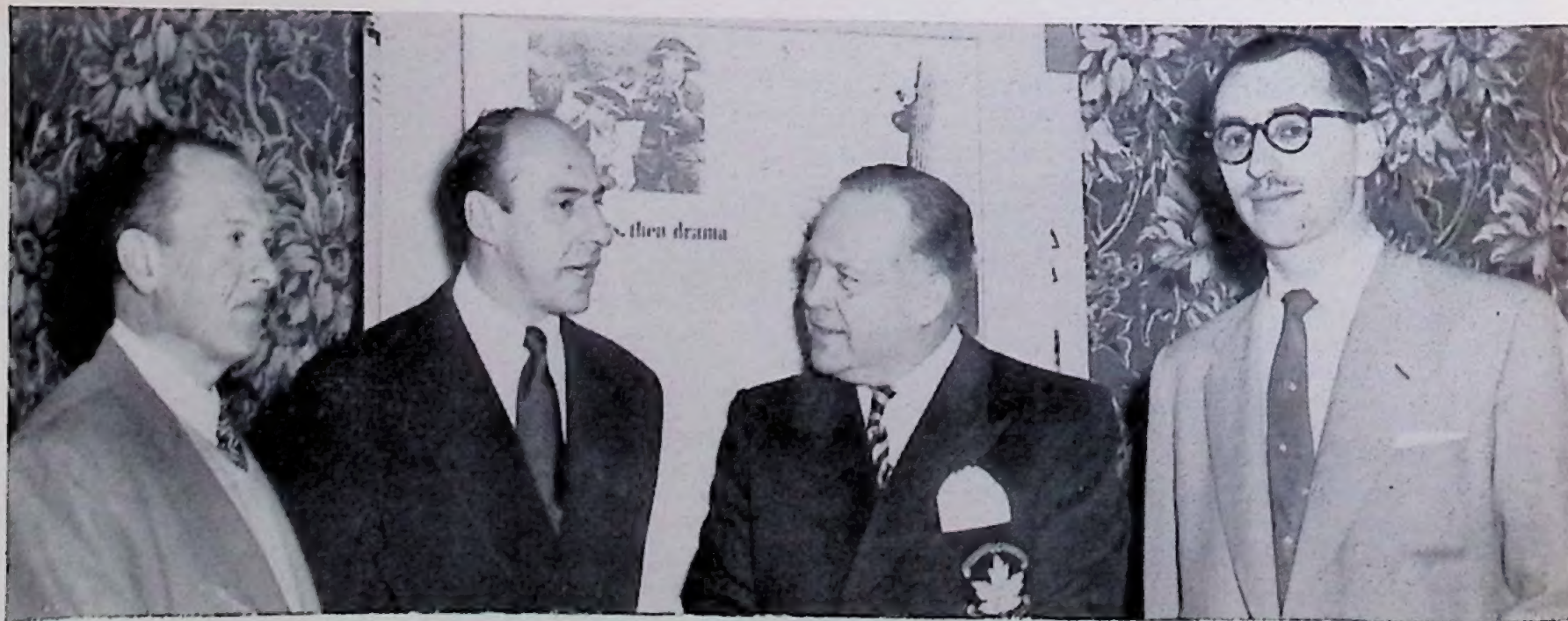
Maritime News

HELEN CROWLEY

Saint John's CHSJ-TV, first Television Station in the Atlantic Provinces went on the air on Channel 4 March 23rd with its initial tests. Despite the fact that the big transmitter on Mount Champlain, 18 air miles from Saint John, was operating only at half-power, reports of good reception of the telecasts poured in from far and near. They called from Prince Edward Island and the South Shore of Nova Scotia, from distant points in New Brunswick and Maine. All had the same tiding of bright pictures and clear sound. Theatre managements within this wide radius will view the coming weeks with trepidation because of this long anticipated Opposition.

CinemaScope opened in the 'Vogue' theatre, Sydney, last Thursday with "THE ROBE." According to reports business increased each day.

Mr. Morris Diamond—a former Winnipegger—head salesman for the International Film Distributing Company, spent some time in Saint John recently conferring with Maritime Province Exhibitors re the picture "Martin Luther." This picture is currently playing this territory to very satisfactory business.

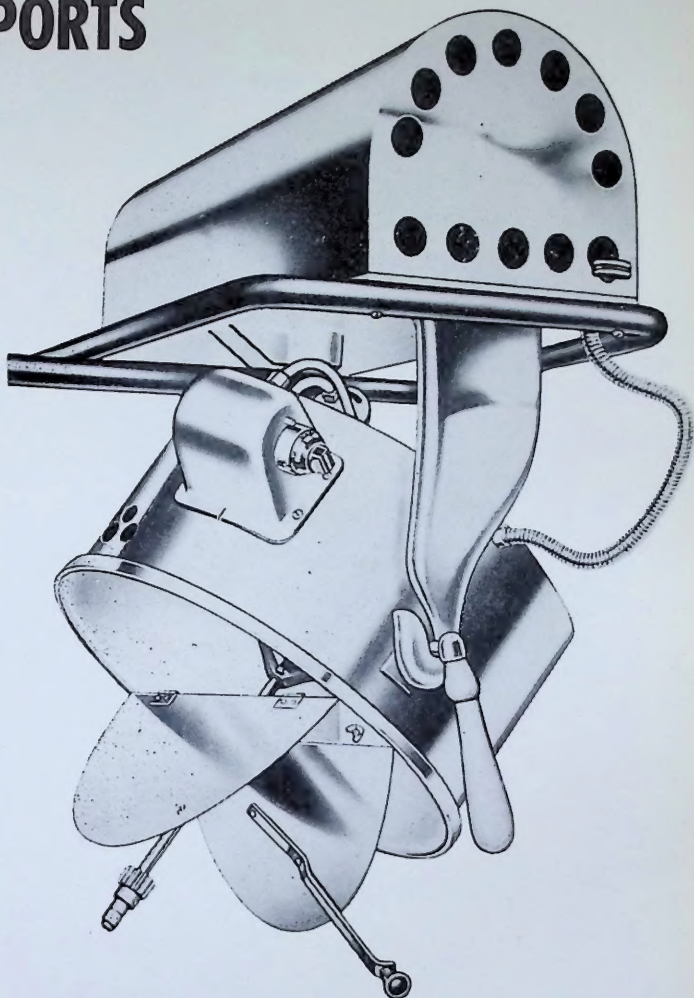


Seen at a special preview of Walt Disney's Academy Award winning film, "The Living Desert," from left to right: Myer Nackimson, branch manager for RKO; Jack Labow, General Manager for Canada, RKO; Mayor Allan Lamport; Barney Simmons, Manager, Towne Cinema, Toronto.

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Screen Play by JOHN K. BUTLER and RICHARD WORMSER
Based upon an Esquire Magazine Story by Todhunter Ballard

Directed by WILLIAM WITNEY

A REPUBLIC PICTURE
REPUBLIC PICTURES CORPORATION

22 Top Films From Republic In '54

Paced by the spectacular world premiere of "Jubilee Trail" in New Orleans, 22 top-budget features will be released by Republic Pictures during 1954, it is announced by Herbert J. Yates, president of the company.

"Our faith in this industry has been substantially proved during the past year by the outstanding public acceptance of truly fine motion pictures," said Yates. "For this reason, Republic has searched the publishing field thoroughly for best-selling novels and has secured top box-office stars and production personnel for its new program, a majority of which will be filmed in gorgeous Trucolor by Consolidated."

Already completed and now being readied for release are: "Johnny Guitar," starring Joan Crawford, Sterling Hayden and Scott Brady in Trucolor; "Hell's Half Acre," starring Wendell Corey, Evelyn Keyes and Elsa Lanchester; "Make Haste To Live," starring Dorothy McGuire and Stephen McNally; "The Outcast," in Trucolor, starring John Derek and Joan Evans; "The Shanghai Story," starring Ruth Roman and Edmond O'Brien; "Laughing Anne," starring Wendell Corey, Margaret Lock-

wood and Forrest Tucker in Technicolor; "Trouble in the Glen," starring Margaret Lockwood, Orson Welles, Forrest Tucker and Victor McLaglen in Trucolor.

Augmenting this completed lineup will be Republic's 1954 program of deluxe pictures, the most ambitious in the company's history, highlighted by a production to be directed by John Ford and including "The Big Whisper," to be made in Berlin by Virginia Van Upp; "High Iron," an outdoor action film; "The Life of Richard Wagner"; "The Passion Play"; "The Vanishing American," from one of Zane Grey's most famous stories; "Santa Fe Passage," epic story of the trek West; "The Great 'H' Bomb Robbery," based on a Bob Considine story; "Man From Texas," from a Saturday Evening Post serial, "Melvin and the Atom," a Mickey Rooney comedy; Jesse James Was My Neighbor"; "The Alamo" and "Timber Jack."

SuperScope Demonstrated In New York

A fresh approach to the wide-screen projection problem—via a complete anamorphic system involving photography, laboratory processing and projection—was outlined last week by Joseph Tushinsky, at an industry press conference following the first public demonstration of the SuperScope system developed in Hollywood by Tushinsky and his brother, Irving, who was also present in New York.

Speaking backstage in the "Green Room" of the RKO 86th Street Theatre, where samples showing the method's latitude had been screened for an enthusiastic Eastern industry and press audience, Tushinsky offered the following plan for producing large-screen images at reasonable costs, with the added factors of compatibility and picture quality:

1. Pictures photographed with normal cameras and lenses, but framed for conversion to the 1.75:1 and 2:1 aspect ratios.
2. Conversion of the standard images in the laboratory to 1.7:1 and 2:1 anamorphic prints, via optical printing with equipment supplied by SuperScope.
3. Projection of the print closest to the desired ratio with the variable SuperScope adaptor, to the screen proportion best suited to the individual theatre.

Tushinsky assured that the SuperScope lens could be used to project CinemaScope prints (2.55:1), and the demonstration included footage shot by Disney and MGM in CinemaScope.

Speaking in the theatre prior to the demonstration, Tushinsky declared that the 20th-Fox CinemaScope method has fully justified itself. Emphasizing that SuperScope was compatible with CinemaScope as well as other filming methods, Tushinsky heralded SuperScope as an anamorphic process for all the world's theatres, regardless of size or economic status.

Tushinsky added, however, that it was up to the industry to determine if all theatres will eventually embrace anamorphic projection.

SuperScope was offered as a method with which a theatre could maintain its present screen height, at the same time

adding width as desired.

The SuperScope variable anamorphic projection adaptor will be distributed by National Screen Service, Tushinsky said.

Tushinsky emphasized that RKO Pictures, which made available facilities for development of the SuperScope process, has no interest in the method.

RKO thus far has arranged to release five of its upcoming pictures in SuperScope and is expected to add others to the lineup, Tushinsky indicated.

In addition, negotiations are underway with Columbia, Walt Disney, Samuel Goldwyn, Hecht-Lancaster, M-G-M, Paramount, Warners, Wayne-Fellows, United Artists, and others.

Pictures shown at the demonstration included "Knights" in the various ratios, as well as scenes from RKO's "Susan Slept Here," "The Big Rainbow," "Silver Lode" and "Son of Sinbad"; shots from United Artists' "Vera Cruz," and some specially-photographed material.

Tushinsky lauded Barney Balaban, Paramount president, and Y. Frank Freeman, studio chief, for their cooperation and interest in the development of SuperScope. He was enthusiastic over Paramount's VistaVision method of photographing double-sized images, which are reduced to standard 35 mm. prints in the laboratory, and which may also be converted to squeeze prints for anamorphic projection.

Peter Brown, President General Theatres, Dies



Peter Brown, president of General Theatres Limited, died Thursday, March 25th, at the Toronto General Hospital, after a short but serious illness.

It is hard to think of Pete as dead, for he has been active in our business for so many years, although he was only fifty-one years old at his death.

Peter Brown was in the Equipment and general theatre supplies business, for about thirty years. He came to his late company, from Perkins Electric, succeeding Ben Whitham as office manager and purchasing agent.

When Ben Burko, in 1938, sold the Canadian Theatre Supply Co., the present business was reorganized, and Peter Brown became Sales Manager and late President of the reorganized company, which operates as General Theatres Limited, with offices across Canada.

Possessed of a quiet and almost retiring manner, Pete was nevertheless aggressive, and could talk a good deal. He had a thorough knowledge of equipment, both technical and showmanship-wise.

His many friends will be grieved at his death, and his business associates, and those who knew that they could always depend on his service, will miss him greatly.

He was a member of the Canadian Picture Pioneers, Variety Tent 28, member and past master of Dufferin Lodge, A. F. & A. M., and was a member of WoodGreen United Church. He leaves his wife, the former Mary Doige, two sons, Douglas and David, and a brother, Winslow.

Funeral services took place on Monday, March 29th, at the Joseph P. Thompson Leaside Funeral Home. Interment, Mount Pleasant Cemetery.

Ray Presents

(Continued from Page 3)

Two-Reel Short Subject — "Bear Country," Walt Disney, (Walt Disney Productions, R.K.O.). Film Editing — William Lyon, "From Here to Eternity," (Columbia). Studio Sound Department — "From Here to Eternity" (Columbia). Cartoon Short Subject — "Toot, Whistle, Plunk and Boom," Walt Disney, (Walt Disney Productions, Buena Vista Film Distribution Company). Documentary Short Subject — "The Alaskan Eskimo," (Walt Disney Productions, R.K.O.) Documentary Feature — "The Living Desert," (Walt Disney Productions, Buena Vista Film Distribution Company).

COLUMBIA will have the premiere of the National Film Board's, The Stratford Adventure, a 40-minute documentary, produced by Morten and Parker, in Stratford, Ont.

The Stratford Adventure, which tells the story of the birth of the Canadian Stratford Shakespearean Festival, is in color, and features Alec Guinness, who was the star of the Stratford Shakespearean presentation, last season.

The Stratford Adventure will play across Canada, before it has its premiere in the United States, and will then be released in the U.K.

THE meeting of the RKO Pictures Corp.'s stockholders, at Dover, Del. passed off with another victory, in the history of Mr. Howard Hughes. The stockholders voted to accept the offer of Mr. Hughes, and agreed, that \$6.00 a share was a fair price for their common shares.

This gives Mr. Hughes, the assets of the company, for \$23,489,478.

Less than 73,227 shares, issued and outstanding, eligible to vote, exclusive of the shares owned by Mr. Hughes, voted against accepting the offer of the Board Chairman.

PRESIDENT James R. Grainger, following the meeting, disclosed, that 2,095,996 shares, owned by shareholders, excluding Mr. Hughes, were represented at the meeting, either in person, or by proxy.

The total number of holders of these shares, as represented, were about 8,000, and of the 8,000, only 8 attended in person.

With the decks cleared, and the company's assets wholly owned by Mr. Hughes, the next move is of interest, what will it be? Mr. Hughes' victories always appeal to

my sense of humor. If Mr. Hughes had no other business, but motion pictures, what a power in our industry he would be.

ONE of the shareholders, at the meeting, who objected to the sale to Mr. Hughes, mentioned, that the shares may be worth much more than Mr. Hughes has offered, "It is not beyond the realms of possibility," said this opposing shareholder, "that the RKO studios may be located on oil lands." He must have been reading about 20th Century-Fox and M.G.M.

I have been following the career of Mr. Howard Hughes for several years, and I have learned, that Mr. Hughes is not in the habit of feeding millions of dollars to the birds. When he offered to pay \$23,489,478 for the assets of RKO Pictures Corp. there is \$23,489,478 in assets there, and not knowing how much more is there, I would not be surprised, if there are enough millions, in excess of these figures, to budget a substantial program of pictures for the next two years.

DR. LILLIAN GILBRETH, author of, Cheaper By The Dozen, is the first woman, who has been chosen for one of America's highest Science Awards.

Dr. Gilbreth, who made nations laugh at her book, and the screen adaptation of it, was a recent visitor at the home of her son, Robert, one of her twelve children, after returning from a seven months' trip, which took her to the Orient, and on to Brazil, where she attended the 10th Scientific Management Conference.

It is of interest to record, that the author-scientist-humanitarian of Montclair, N.J. is seventy-five years old; and that she will journey to Chicago, April 7th and will receive the George Washington Award, for "outstanding contribution to engineering and management, and for unselfish devotion to problems of the handicapped."

In June, she will go to California, to visit her third grandchild, and she will then have celebrated her 76th Birthday.

Less than 20 men, and only men, have received the much coveted award, from the Western Society of Engineers and the American Societies of Electrical, Mining, Civil and Mechanical Engineers.

IS this not a miracle-age, in which we are living? However, despite Grandma Moses, and the noted Dr. Lillian M. Gilbreth, I still think these surgical operations, which men are having to

make them into women, provokes a great big question. I have been a woman ever since I was born, and without being disloyal to my sex. I would never have an operation to become a woman.

I hope, that no producer gets a brain-wave, to star one of these co-were taken, I hear, before, during

One of the daily press, had a photo of one of these co-operative women, and had it captioned, "Pretty - - - -". Pretty! The only thing I can compare the face with, is a plough-horse. Motion Pictures were taken, I hear, before, during and after.

LET us think of Spring, and remember, the poem about the robin. Here it is:

LITTLE ROBIN

Little robin,
Who made you,
Wings and feathers
To renew?
With breast
The color of a flame,
Who christened you,
Red-breast, by name?

Little robin,
On my tree,
'Tis Spring again,
You visit me,
Survey the world
From your height,
Free to stay,
Or winged for flight.

Little robin,
Who fed you?
You're so fat,
And chirpy too,
Miracle of form
And grace,
Welcome home,
To your own place.



THE LIVING DESERT

Walt Disney's "The Living Desert" grossed \$1,300 in its opening day at the Town Cinema, Toronto, for a record all-time high for the 693-seat theatre. It was by far the biggest gross taken in by the theatre in a single day in its entire history.

Lines started forming in front of the theatre before the first showing, and continued right into the last performance. The picture was greeted with enthusiasm and applause by the audience.

Canadian release of "The Living Desert," feature-length film in Technicolor, is being handled by RKO Radio.



COLUMBIA PICTURES

looks forward
with confidence
and pride in its product
as the unprecedented
boxoffice success of

"FROM HERE TO ETERNITY"

is being followed by

"MISS SADIE THOMPSON"

"PARATROOPER"

"IT SHOULD HAPPEN TO YOU"

"INDISCRETION OF AN AMERICAN WIFE"

and the long-awaited
screen version of

"THE CAINE MUTINY"

CAPITAL STORY

By BILL McLAUGHLIN

The Glebe Theatre, now under new management, is stressing a five-point policy in all newspaper advertising: First, finest first-run films of quality. Second, quiet and dignified atmosphere. Third, new wide-vision screen. Fourth,

comment cards for your suggestions. Fifth, hearing aids for the hard of hearing. Whether or not foreign-language films and English imports will click in the neighborhood theatre still remains to be seen. Recent bill of the Austrian-made

Marika, and Birth of the Ballet, was probably the best program offered so far but business didn't rate a hold-over. Current program of the French-made Minute of Truth and Britain's Always a Bride was discontinued after four days, and Decameron Nights substituted starting Friday.

Here's something of a record in movie advertising. The Little Theatre is devoting most of its newspaper space to pictures and thumbnail sketches of David Lean, the director of "Hobson's Choice." The English comedy, incidentally, is holding over for a second stanza.

The Cartier Theatre, just across the river in Hull, Quebec, is the second Famous Players house in this district to be equipped for CinemaScope showings with Stereophonic Sound. Opening bill was The Robe. Beneath the 12-Mile Reef which opened this week at the Capitol Theatre, is the third CinemaScope production to be shown in the capital.

Ray Tubman, Famous Players district supervisor and resident manager of the Capitol Theatre, is receiving the congratulations of show business friends on the occasion of becoming a grandfather. Mrs. William Neilly, wife of Flt. Lieut. Neilly of the RCAF, and the only daughter of Mr. and Mrs. Tubman, gave birth to a son at the London General Hospital on March 18. Ray reports both mother and child are well.

Another very popular attraction at the moment is Warner Brothers' Three Sailors and a Girl. Just concluded its first week at the Regent Theatre and goes into a second week with continued big business. Ottawa moviegoers just love a musical in Technicolor.

VANCOUVER NEWS

By JACK DROY

The British Columbia government has found a new source of revenue and are now charging film exchanges a 5% tax on all advertising accessories, which distributors will pass on to exhibitors. Film exchanges will also have to pay three years retroactive charges on advertising used by theatres, which they are stuck for, under the hospital sales tax.

With the hike in sales tax from 3% to 5% on April 1 the B. C. government expect to collect 23 million dollars.

Bob Eves, Western Division manager for Famous Players, here on a semi-annual visit.

Vickie Allen, formerly at the Paramount, Chilliwack, now a cashier at the Capitol, Vancouver, was married to Frank Redekop. Phyl Latta (former Phyl Dixon) cashier at Columbia Films has joined MGM in the same capacity replacing Violet Bedford who was with MGM for 17 years and resigned when she received her C-A degree.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL

Second week. Hell and High Water (20th-Fox) CinemaScope and Technicolor with Richard Widmark.

SHEA'S

Dangerous Mission (RKO) Technicolor with Victor Mature.

UNIVERSITY & EGLINTON

She Couldn't Say No (RKO) with Robert Mitchum.

NORTOWN

Quo Vadis (MGM) Technicolor with Robert Taylor.

ODEON-CARLTON

Second week. Saskatchewan (E-U) Technicolor with Alan Ladd.

HYLAND & CHRISTIE

Hamlet (JARO) with Laurence Olivier.

UPTOWN

Fifth week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

LOEW'S

Second week. Rose Marie (MGM) CinemaScope and color with Ann Blyth.

DOWNTOWN

Battle of Rogue River (Col.) Technicolor and The Affairs of Doble Gillis (MGM).

TOWNE CINEMA

The Living Desert (RKO) Technicolor.

STUDIO

La Forza Del Destino (Alliance) with Tito Gobbi.

MONTREAL

PALACE

Second week. Hell and High Water (20th-Fox) CinemaScope and Technicolor with Richard Widmark.

LOEW'S

The Glenn Miller Story (E-U) Technicolor with James Stewart.

PRINCESS

Sadalia (MGM) Technicolor with Mel Ferrer.

CAPITOL

3 Sailors And A Girl (WB) Technicolor with Jane Powell.

KENT

Melba (UA) Technicolor with Patrice Munsel.

ALOUETTE

Trafic De Femmes.

SAINT JOHN

PARAMOUNT

The Man Between (IFD) with James Mason.

CAPITOL

Shane (Para.) Technicolor with Alan Ladd.

STRAND

Yankee Pasha (E-U) Technicolor with Jeff Chandler.

KENT

Clipped Wings (AA) with Huntz Hall.

VANCOUVER

CAPITOL

The Command (WB) CinemaScope and Warner-Color with Guy Madison.

ORPHEUM

Shane (Para.) Technicolor with Alan Ladd.

STRAND

Man In The Attic (20th-Fox) and Man Crazy (20th-Fox).

VOGUE

Beat The Devil (UA) with Humphrey Bogart.

PLAZA & PARK

From Here To Eternity (Col.) with Burt Lancaster.

PARADISE

Ride Clear of Diablo (E-U) Technicolor and Kid Monk Baroni (Alliance).

STUDIO

Third week. Julius Caesar (MGM) with an all star cast.

WINNIPEG

CAPITOL

Knights of the Round Table (MGM) CinemaScope and Color with Robert Taylor.

MET

Paratrooper (Col.) Technicolor with Alan Ladd.

GAIETY

Geraldine (E-U) and Flight Nurse (E-U).

OSBOURNE CINEMA

Hobson's Choice (IFD) with John Mills.

GARRICK

South Sea Woman (WB) with Burt Lancaster.

ODEON

Fifth week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

VALOUR

Night Beauties (Cardinal) with Gina Lollobrigida.

CALGARY

CAPITOL

Knights of the Round Table (MGM) CinemaScope and Color with Robert Taylor.

PALACE

All the Brothers Were Valiant (MGM) Technicolor with Robert Taylor.

GRAND

Ride Clear of Diablo (E-U) Technicolor with Audie Murphy.

UPTOWN

Fourth week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

PLAZA

Seventh week. Genevieve (JARO) Technicolor with John Gregson.

STRAND

Conquest of Cochise (Col.) Technicolor and The Golden Idol (AA).

Make your profits go sky-high!



starring **JOHN BARBARA**
HODIAK · BRITTON
BRUCE
BENNETT



MR. AL IED SAYS: "YOU'LL WANT MORE IN '54 FROM

